

Serial # 09/936,987
Docket # 14862-323
page 2 of 7

Amendments to the Claims

Please amend the claims without prejudice, as follows and consider the subsequent remarks/arguments. This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims

1. (Currently amended) A pedestrian traffic indexing system comprising:
 - a plurality of traffic monitors at a plurality of provider sites;
 - a server connected to said traffic monitors to receive pedestrian traffic data from said traffic monitors;
 - a traffic database for storing said pedestrian traffic data;
 - at least one database for storing non-traffic related data;
 - a view creator for generating national retail traffic index data by processing data stored in the traffic database and the at least one database for storing non-traffic related data;
 - a national retail traffic index data mart for storing the national retail traffic index data; and
 - ~~one or more processors within said server for computing indexes based on said traffic data;~~
 - ~~a database receiving said indexes from said processors and storing said indexes; and~~
 - a data communications connection through which users may access said database for transferring data among the traffic database, the at least one database for storing non-traffic related data, the view creator, the national retail traffic index database and the server.
2. (Canceled)

Serial # 09/936,987
Docket # 14862-323
page 3 of 7

3. (Currently amended) A method for indexing pedestrian traffic comprising:
- electronically collecting pedestrian traffic count data automatically from a plurality of traffic monitoring points;
 - ~~computing indexes based on said data; and~~
 - ~~allowing users to access said indexes;~~
 - storing the pedestrian traffic data in a traffic database;
 - storing non-traffic related data in at least one database for storing non-traffic related data;
 - generating national retail traffic index data by processing data stored in the traffic database and the at least one database for storing non-traffic related data; and
 - storing the national retail traffic index data in a national retail traffic index data mart.
4. (Newly presented) The pedestrian traffic indexing system from claim 1, wherein the at least one database for storing non-traffic related data comprises:
- a demographics database for storing census demographics;
 - a profiles database for storing site profiles and corporate profiles, wherein the site profiles are associated to the plurality of provider sites, and wherein the corporate profiles are associated to a plurality of corporations; and
 - a customer database for storing sales data.
5. (Newly presented) The method for indexing pedestrian traffic from claim 3, wherein the step of storing non-traffic related data in at least one database for storing non-traffic related data comprises:
- providing a demographics database for storing census demographics;
 - providing a profiles database for storing site profiles and corporate profiles, wherein the site profiles are associated to the plurality of provider sites, and wherein the corporate profiles are associated to a plurality of corporations; and

Serial # 09/936,987
Docket # 14862-323
page 4 of 7

providing a customer database for storing sales data.

6. (Newly presented) The pedestrian traffic indexing system from claim 4,

wherein labor data is stored in the corporate profiles; and

wherein the view creator further generates national retail traffic index data by processing the sales data in the customer database, the labor data in the profiles data and the pedestrian traffic data in the traffic database.
7. (Newly presented) The method for indexing pedestrian traffic from claim 5,

wherein labor data is stored in the corporate profiles; and

wherein the step of generating the national retail traffic index data further comprises processing the sales data in the customer database, the labor data in the profiles data and the pedestrian traffic data in the traffic database.
8. (Newly presented) The pedestrian traffic indexing system of claim 4 wherein the plurality of traffic monitors comprises a plurality of video cameras.
9. (Newly presented) The system of claim 4 wherein the processors further edit the traffic data for usability prior to using for the computation of indexes.
10. (Newly presented) The system of claim 4 wherein the processors further recognize missing data and perform imputation to replace the missing data.
11. (Newly presented) The system of claim 4 wherein the processors further detect outliers in the traffic data and make adjustments therefore.
12. (Newly presented) The pedestrian traffic indexing system of claim 4 further comprising at least one hub, the at least one hub connecting the plurality of traffic monitors at each of the plurality of provider sites.
13. (Newly presented) The pedestrian traffic indexing system of claim 4 wherein the traffic monitors are connected to the server via the Internet.
14. (Newly presented) The pedestrian traffic indexing system of claim 4 wherein the

Serial # 09/936,987
Docket # 14862-323
page 5 of 7

traffic monitors are connected to the server via a virtual private network.

15. (Newly presented) The method of claim 5 wherein collecting pedestrian count data automatically from a plurality of traffic monitoring points comprises collecting pedestrian count data via a virtual private network from a plurality of traffic monitoring points.